

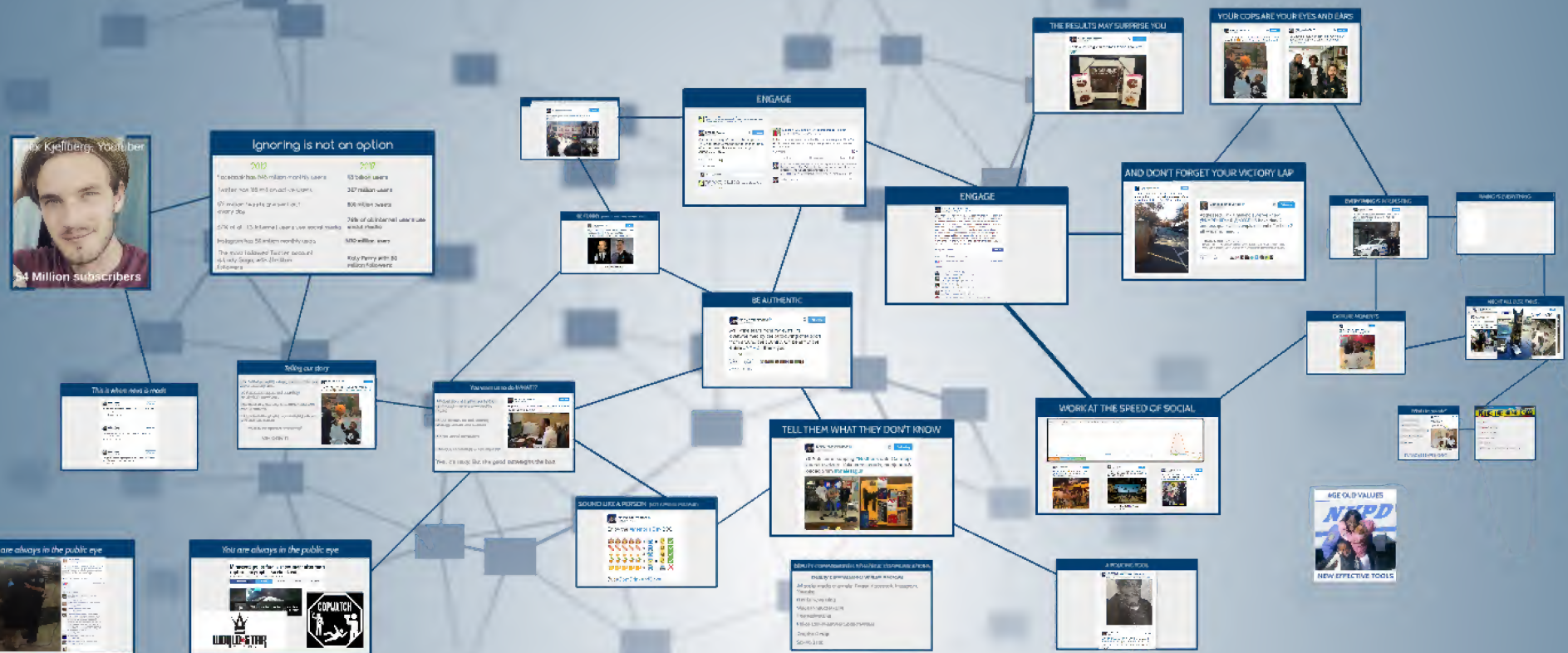


# The NYPD and Social Media

Yael Bar-tur, Director of Social  
Media and Digital Strategy  
@Yaelbt, DCSC



**NYPD**  
New York City Police Department



# The NYPD and Social Media

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**NYPD**  
New York City Police Department

# DEPUTY COMMISSIONER, STRATEGIC COMMUNICATIONS

## **Deputy Commissioner William Andrews**

All social media channels: Twitter, Facebook, Instagram, Youtube

NYPD News Blog

Video Production Unit

Internet/Intranet

Police Commissioner Speechwriters

Graphic Design

Spring 3100

# Ignoring is not an option

2012

Facebook has 845 million monthly users

Twitter has 185 million active users

175 million tweets are sent out every day

67% of all U.S. Internet users use social media

Instagram has 50 million monthly users

The most followed Twitter account is Lady Gaga, with 31 million followers

2017

1.5 billion users

307 million users

500 million tweets

76% of all Internet users use social media

500 million users

Katy Perry with 80 million followers

Felix Kjellberg, Youtuber



54 Million subscribers

# *This is where news is made*



**Sohaib Athar**  
@ReallyVirtual

Follow

Helicopter hovering above Abbottabad at 1AM (is a rare event).

3:58 PM - 1 May 2011

3,859 3,375



**Sohaib Athar**  
@ReallyVirtual

Follow

Go away helicopter - before I take out my giant swatter :-/

4:05 PM - 1 May 2011

939 818



**Sohaib Athar**  
@ReallyVirtual

Follow

A huge window shaking bang here in Abbottabad Cantt. I hope its not the start of something nasty :-S

4:09 PM - 1 May 2011

# *You are always in the public eye*

## Minnesota police fatally shoot man; aftermath captured in graphic Facebook video

POSTED 2:16 AM, JULY 7, 2016, BY [CNN WIRE](#) AND [SHIRLEY CHAN](#), UPDATED AT 07:44AM, JULY 7, 2016



FACEBOOK 2K+



TWITTER



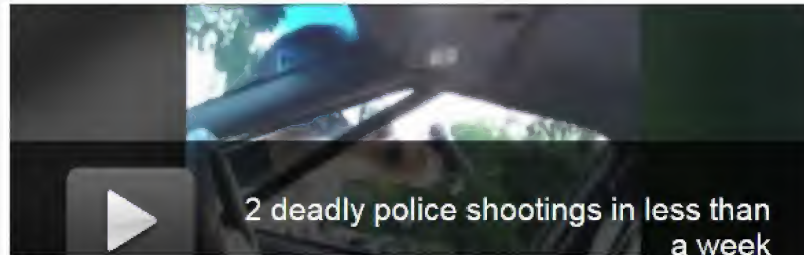
TUMBLR



REDDIT



PINTEREST



# Telling our story

119 Twitter accounts - every precinct, PSA and some specialty units

25 Facebook pages (and counting) for all NCO commands

The most effective way to communicate with your community

All run from the ground, commanding officers and staff are trained

How do we approve everything?

**WE DON'T!**



# You want us to do WHAT??

All operators are selected by CO's go through training provided by DCSC

DCSC follows up with weekly strategy emails and support.

It's not about computers

Previous knowledge is not required!

Yes, it's risky. But the good outweighs the bad



**Benjamin B. Tucker**   
@NYPDFIRSTDEP



Following

Happy to join the twitterverse. Never too late to learn something new!



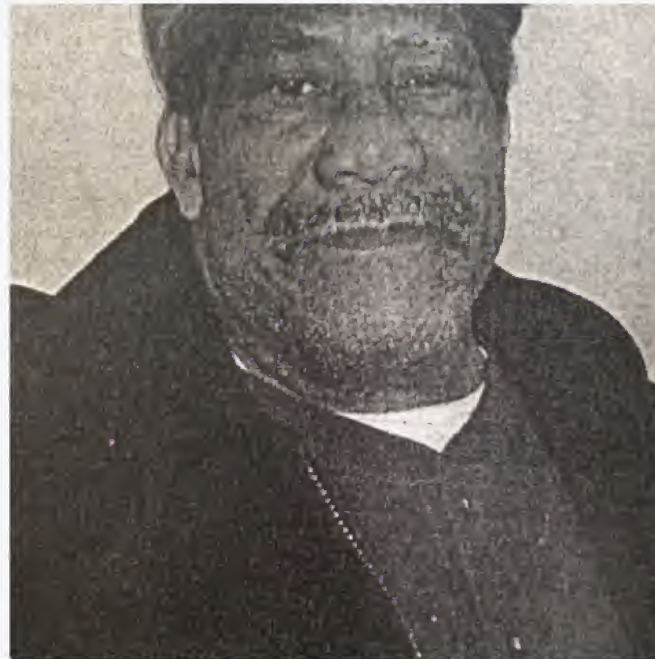
# A POLICING TOOL



**NYPD Missing Persons** @NYPDMissing · 30 Dec 2015

Missing Charles Boose #800577TIPS MB/74 5'7", 160lbs black hooded sweatshirt "New Horizons" on front

📍 NYPD 100th Precinct, NYPD 101st Precinct, NYPD 105th Precinct and 6 others



🔄 8 ❤️ 2 🗨️ ...



**Evan Bluestein**  
@bluedot12




Follow

@NYPDMissing @NYPD103Pct imeant to write on this this guy is here at mount sinai beth israel. I am security watching him in the er

# TELL THEM WHAT THEY DON'T KNOW

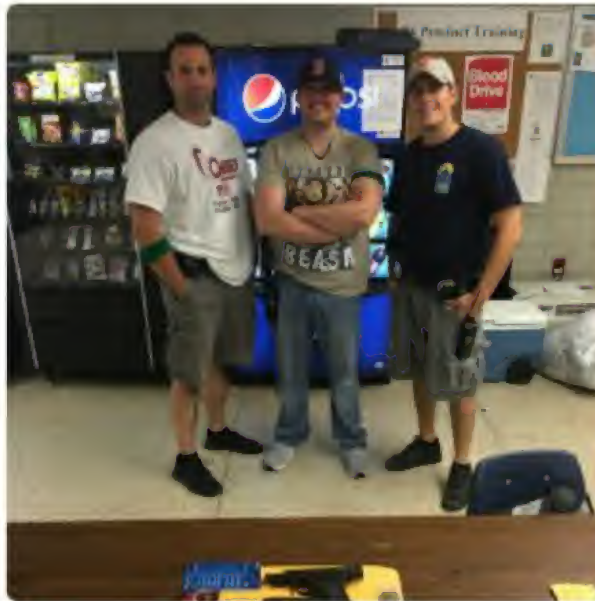


NYPD 76th Precinct   
@NYPD76Pct



Following

76 Anti crime keeping [#Redhook](#) safe Car stop leads to seizure: fake credit cards, marijuana & loaded 9mm [#onelessgun](#)



# SOUND LIKE A PERSON (NOT A PRESS RELEASE)



**NYPD 1st Precinct** ✓

@NYPD1Pct


Enjoy the [#MemorialDay](#) BBQ!



But [#DontDrinkAndDrive!](#)

# BE AUTHENTIC



**NYPD 67th Precinct**   
@NYPD67Pct



Following

As I wipe tears from my eyes I'm overwhelmed by the outpouring of support from around the country. On behalf of the entire [#NYPD](#) I thank you

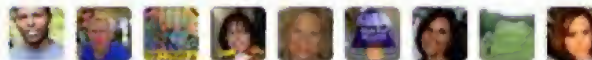


RETWEETS

3,675

FAVORITES

4,102



4:00 PM - 20 Dec 2014

# BE FUNNY (EXPECTATIONS FROM YOU ARE LOW...)



Commissioner O'Neill

@NYPDONeill



Following

Hey [#TomSelleck](#) I think I have you beat on the mustache. [#tbt](#) [#NYPD](#) from the '90s  
[@BlueBloods\\_CBS](#) Thx [@DeanMeminger](#)



RETWEETS  
194

LIKES  
603



# CAPTURE MOMENTS



NYPD 79th Precinct

@NYPD79Pct



Following

Someone from [@PALNewYork](#) [#BedStuy](#) [#Brooklyn](#) taking the time to draw one of our Officers & proudly showing it off.



# ENGAGE



Chantal McLaughlin @chantalmclaugh · Aug 4  
@NYPD26Pct What was massive #NYPD activity + helicopter about this morn on Claremont Ave? #Harlem #MorningsideHeights

👍 🗨️ ⭐️ ⋮



NYPD 26th Precinct  
@NYPD26Pct



Following

@chantalmclaugh On Aug. 4th, at approx 7:05 am, officers responded to calls for help of a man being threatened with a gun. Arrest was made.

👍 🗨️ ⭐️ ⋮

RETWEET  
1

FAVORITE  
1



3:22 PM · 6 Aug 2014



Reply to @NYPD26Pct @chantalmclaugh



Chantal McLaughlin @chantalmclaugh · Aug 6  
@NYPD26Pct Thank you for the update! Glad it was resolved safely. Thank you for your brave work.

👍 🗨️ ⭐️ 1 ⋮



Allegra N. LeGrande ▶ NYPD 34th Police Precinct

June 22 at 2:08pm · New York, NY · 🌐

In lieu of the shooting on the school bus this morning near CUMC -- should I be worried about putting my daughter on a bus tomorrow? Was this random?

1 Comment



👍 Like

🗨️ Comment

➦ Share · Hootlet



NYPD 34th Police Precinct That was actually the 33rd Pct. But I spoke to the Commander of that Pct, and the shots fired had nothing to do with the school bus. The bus was not the intended target.

Like · Reply · 👍 1 · Commented on by NY PD [?] · June 22 at 2:16pm



Write a comment...





Chantal McLaughlin @chantalmclaugh · Aug 4

.@NYPD26Pct What was massive #NYPD activity + helicopter about this morn on Claremont Ave? #Harlem #MorningsideHeights



NYPD 26th Precinct

@NYPD26Pct



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RETWEET

1

FAVORITE

1



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Was this r

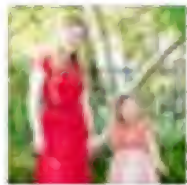
1 Commen



NY  
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sch  
Like



Wr



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 Comment

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Like · Reply ·  1 · Commented on by NY PD [?] · June 22 at 2:16pm



Write a comment...



# ENGAGE



## NYPD 34th Police Precinct

Published by NY PD [?] · April 5 · 🌐

Good afternoon, The 34th Precinct has been informed of an incident that occurred on West 215 Street Steps last week. We have reviewed video provided by a resident of Park Terrace. Although the person was not assaulted, it is a troubling and unfortunate situation. However, I'm glad to inform you that earlier today we apprehended this individual and he is currently receiving medical attention. We have also contacted our Homeless Outreach Unit to ensure this individual receives the proper services needed and that we can move forward on correcting this troubling situation and improving the quality of life of our residents. Thank you for bringing this to my attention and I look forward to seeing you at our next meeting. Have a Blessed day.

3,854 people reached

Boost Post

👍 Like    💬 Comment    ➦ Share

👍❤️ Mario Medina and 160 others

Chronological ▾

2 shares



Andrea Torregrossa Good 👍

Like · Reply · Message · April 5 at 4:48pm



Garrance McFearson 😊

Like · Reply · Message · April 5 at 5:39pm



Rosi Santana Great 😊

Like · Reply · Message · April 5 at 5:40pm



Nancy Preston Thanks!

Like · Reply · Message · April 5 at 6:07pm



CM Lerdo Thank you and bless you and your entire command.

# AND DON'T FORGET YOUR VICTORY LAP



NYPD 88th Precinct  
@NYPD88Pct



Following

You tweeted, we listened! Owners have complied and moved their dumpsters off the #BikeLane! @BradyDale #Partnership



Commissioner O'Neill  
@NYPDONEill



Following

Addressed. Thx 4 making sure we knew.  
@NYPD10Pct & @NYCDHS have duty 2  
address quality/life complaints and offer help 2  
all who may need it.

:: BlissedOutGeek :: @NicoMcLane

@nyc311 C1-1-1308589501 Closed, NYPD didn't see OR SMELL this? (video)  
#NYC @NYPDnews @NYPDONEill #NYPD instagram.com/p/BKqK0mhBQX6/

RETWEETS

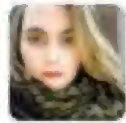
19

LIKES

43



# IS IT WORKING?



**Jessica Niestzche**  
@jneetch



Following

Now that's service! Thanks @NYPDLTrain 🙌  
👮

**NYPD L Train** @NYPDLTrain

@jneetch hello! You are good to go, @MTA resolved the issue at 8th Ave. You may experience some residual delays. Safe travels!



**Luis Gronda**  
@luisgronda



+ Follow

.@NYPD112Pct meeting: Capt Harrison asks audience who does not follow 112 pct on Twitter. Harrison's mom in crowd only 1 to raise hand.

# IS IT WORKING?

*"People I never met before were able to share community concerns and comments...people would come up to me on the street and say "hey! I follow you on Twitter!". Before, I would have probably walked by them and they wouldn't know I was the CO. "*

***-Inspector Fausto Pichardo, Commanding Officer, 43 precinct***

*"We saw our community council meetings go from 50 people to 200"*

***-Inspector Joe Gulotta, Commanding Officer, 67 precinct***

*"Social media allows me to introduce my officers to both the residential and financial community and tell the stories of the people behind the badge"*

***-DI Marc Iocco, Commanding Officer, 1st precinct***

*With social media I can engage my community at any time of the day from anywhere. I get messages from people in real time about what's happening – they can now be my eyes and ears."*

***-DI Chris Morello, Former Commanding Officer, 34 precinct***



No politics

Don't feed the Trolls

Context is everything!

Stay in your lane

Scan your photos

Would I say this at a Community Council Meeting?

# What can you do?

Educate your officers

Reward your officers

Encourage information sharing

Share photos and stories

Tell your story!



Chief Joseph Fox  
@NYPDTransit



Following

A weaving cab  
With a mother in panic  
An off-duty Captain  
Sees a boy not breathing  
CPR training kicks in...  
And now the boy is smiling 😊



RETWEETS  
85

LIKES  
296



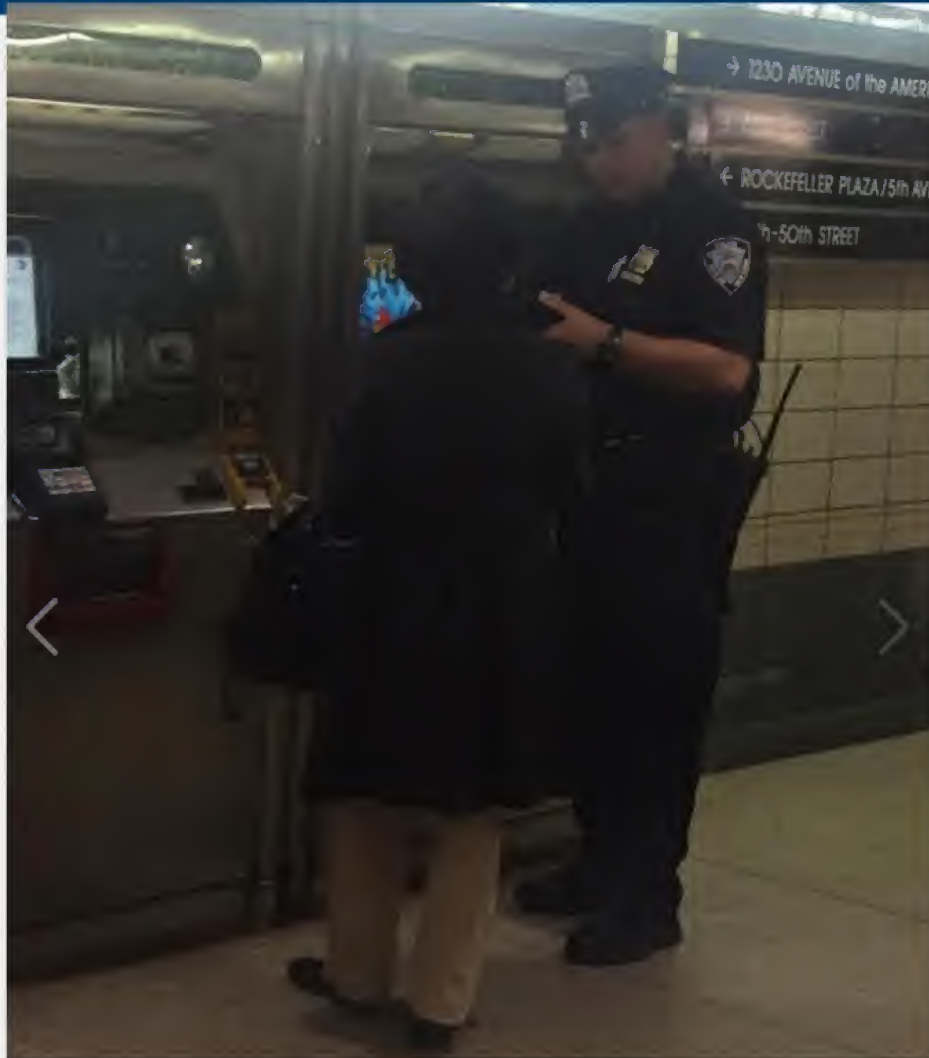
[DCSC@NYPD.ORG](mailto:DCSC@NYPD.ORG)

**AGE OLD VALUES**



**NEW EFFECTIVE TOOLS**

# *You are always in the public eye*



**Sarah Wallace**

Like This Page · April 25 · 🌐

A fine NYC moment. I was taken with this picture. I watched as an NYPD cop spent several minutes patiently walking a tourist through her MetroCard purchase. His name is Daniel Gorga.

👍 Like 💬 Comment ➦ Share

👍 🗣️ 📷 653

Chronological ▾

192 shares

46 comments

View 40 more comments



**Bryan Careswell** Bet this story won't make the Daily News!!

Like · Reply · 20 hrs



**Karen Corlett-Randazzo** All LEO are like this!!

Like · Reply · 👍 2 · 13 hrs



**Kristina Gascoyne** I do this often

Like · Reply · 10 hrs



**Lynne Bottone-Garguilo** Yes this is a beautiful thing...he is just being human to another human which we all should be doing...what about all the BS how humans r these days...no manners, courtesies, regard or compassion not to mention the foul language...why does no one speak of them..it's ok that police have to be accosted daily by these nitwits....everyone just stop judging and let these people do their jobs.

Like · Reply · 2 hrs



**Sam Ruyffelaert** Thank you for sharing

Like · Reply · 1 hr



**Tricky Kay Waan** Thanks for sharing Sarah!

Like · Reply · 12 mins



Write a comment...





**NYPD**  
New York City Police Department

OUR V